

Public Outreach

The PRC program continues to build its outreach and education component, making presentations and responding to numerous information requests. Photos and statements identifying ongoing 319(h) projects have been laminated and prepared for use on the program display board. This information, used at events like the State Farm Fair and the Bishop Museum Family Sunday, will increase the public's understanding of what the program is about, above and beyond the general information we provide to individuals on ways to reduce polluted runoff in their community.

The program has provided funding and technical advice to non-profit organizations producing public service announcements (PSAs) related to polluted runoff control. These PSAs have been successful in sparking an interest in the general public to call and request more information from the program. Copies of the PSAs are available to be viewed at the DOH PRC program office.



DOH-Clean Water Branch staff are always eager to volunteer at Apoha's booth.



Children are always happy to get their picture taken with Apoha the O'opu at public outreach events.

The PRC program continues to distribute coloring books, posters, stickers, activity sheets, pencils and brochures to teachers, community groups, legislators, other government agencies, and in large part to school children to increase awareness and knowledge of polluted runoff issues in Hawaii.

Throughout the state, the program mascot, "Apoha the O'opu" has represented the PRC program in parades, at water festivals and at school events. O'opu are a unique native fish that live in both fresh water streams and saltwater estuaries. Apoha has added to the program's visibility and is becoming a well recognized character in the state. The program's revival of the Apoha and Me picture frames has been a wonderful success this year. Children are able to have their picture taken with Apoha, and then have the picture matted in the frame for them to take it home as a souvenir. The frame also serves as a vehicle to get our message into their homes and to everyone they share their picture with.

